

**REMARKS**

Claims 1, 2, 4, 6, 14, and 15 stand rejected under 35 USC §103(a) as being unpatentable over Addy in view of Terranova. Claims 3, 5, 7-13, and 16-26 stand rejected under 35 USC §103(a) as being unpatentable over Addy in view of Terranova and further in view of Cotton.

Applicant has cancelled claims 1-26 and submitted new claims 27-38.

With respect to exemplary claim 27, the references fail to teach or suggests

receiving movement signals from a plurality of adjoining detection zones of a floor mat in a checkout floor area adjacent to said self-service checkout terminal in response to said detection zones reacting to a weight of said user as said user walks on said detection zones by said self-service checkout terminal;

tracking directional movements of said user from said movement signals by said self-service checkout terminal as said user walks about said checkout floor area in any direction while using said self-service checkout terminal;

receiving a last movement signal as said user leaves said checkout floor area indicative of said user ceasing operation of said self-checkout terminal;

determining if a payment-tendered control signal was received by said self-service checkout terminal

indicative of said user having tendered payment for said merchandise items prior to receipt of said last movement signal; and

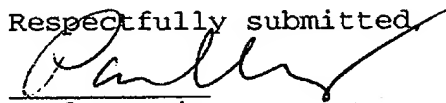
if said payment-tendered control signal was not received by said self-service checkout terminal, determining a last direction of movement of said user prior to said user leaving said checkout floor area by said self-service checkout terminal, and operating a summoning device so as to summon retail personnel by said self-service checkout terminal if said last direction of movement was towards an exit of said store.

Terranova teaches a controller, and wireless interrogators and customer transponders for determining customer location and movement information at various locations around a convenience store-filling station-car wash. Applicant's claims recite determination of customer location and movement information from adjoining detection zones of a floor mat adjacent a self-service checkout terminal.

Cotton teaches a series of disjoint floor mats which determine two directions, in or out of a store. Applicant's claims recite determination of customer movement in any direction about the adjoining detection zones in the floor area adjacent the self-service checkout terminal.

Applicant now respectfully requests that the pending claims be allowed.

Respectfully submitted



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